



Polya Plamenova Pencheva

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[@polyawrites](#)

[📁 Portfolio](#)

A seasoned journalist with over 300 published articles across diverse topics such as policy, architecture, interior design, product design, street art, science & innovation, lifestyle & culture, and travel for multiple publications. Experienced in long-form features, reported interviews, and editorial pitching, with a background in media communications and audience strategy.

PROFESSIONAL EXPERIENCE

Self-employed, *Freelance journalist*

10/2022 – Present

Brussels, Belgium

- Contributing a wide range of stories to *Dispatches Europe, Travel Tomorrow, Up Magazine, The Parliament Magazine, IO+, EUobserver, D5 Magazine, Waste & Recycling Magazine, and DAMN Magazine.*
- **Pitching** and publishing story ideas across policy, culture, design, innovation, and travel.
- Reporting from conferences and industry events, as well as covering voices shaping their respective industries.
- Adapting editorial content for **Search Engine Optimisation (SEO).**
- Managing **social media** presence to expand audience reach and visibility, leveraging digital platforms.

The Louise by Clockwise, *Public Relations Consultant* [🔗](#)

09/2025 – 10/2025

Brussels, Belgium

- Developed and implemented a comprehensive **PR strategy** to strengthen the client's **brand visibility** across traditional and **digital media.**
- Drafted **press releases,** media pitches, and key messaging materials aligned with the client's objectives.
- Managed **media relations,** securing targeted coverage in **national and international media publications.**

CONNECTS|TIAO

Social Media and Communication Officer

10/2024 – 03/2025

Brussels, Belgium

- Oversaw the organisation's **LinkedIn strategy, increasing audience engagement by 1,000+ new followers** through consistent, brand-aligned content.
- Created **social media visual** assets using **Canva.**
- Coordinated the end-to-end **management of webinars and in-person events,** from promotion to follow-up.

Communications and Engagement Trainee

06/2024 – 10/2024

Brussels, Belgium

- Monitored community activity and provided timely **user support.**
- Coordinated weekly meetings and webinars, including logistics and **audience outreach.**
- Contributed to **digital content** updates and messaging alignment.

Innovation Origins

Freelance Journalist

07/2022 – 04/2023

Remote

- **Profiled** innovative European start-ups through an engaging **Q&A format,** highlighting their unique journeys.
- Delivered **long-form articles** based on interviews and events attendance.

Journalism Intern

05/2022 – 07/2022

Eindhoven, The

Netherlands

- **Translated** multiple interviews from **Bulgarian to English,** facilitating the delivery of articles.
- Conducted **impromptu interviews** with diverse subject matter experts.
- Visited **events** focusing on innovation in **health, mobility, and sustainability.**

EDUCATION

MA Media Studies - Journalism, *University of Groningen, The Netherlands* [🔗](#)

09/2020 – 08/2022

European Languages and Cultures, *University of Groningen, The Netherlands* [🔗](#)

09/2016 – 08/2019

TRAINING

SEO, *HubSpot* [🔗](#)

11/2025 – 12/2025

Introduction to Digital Marketing, *IBM* [🔗](#)

08/2025 – 10/2025

TECHNICAL SKILLS

Microsoft 365 | Google Workspace | Canva | WordPress | DaVinci Resolve 20

LANGUAGES

Bulgarian — Native | **English** — Fluent | **Dutch** — Intermediate

INTERESTS

Visual culture | Travel writing | Urban spaces | Reading